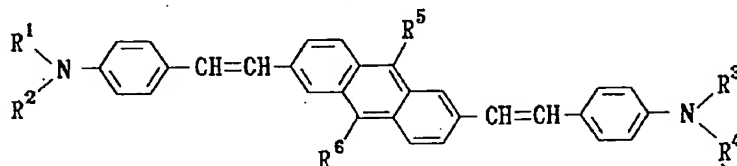


ABSTRACT

A bis(aminostyryl)anthracene compound represented by the general formula [I] or the like below.

General formula [I]



(where R<sup>2</sup> and R<sup>3</sup> each denotes an unsubstituted aryl group; R<sup>1</sup> and R<sup>4</sup> each denotes an aryl group having a specific substituent such as methoxy group; and R<sup>5</sup> and R<sup>6</sup> each denotes a cyano group or the like.)

A process for producing a bis(aminostyryl)anthracene compound represented by the general formula [I] by condensation of, for example, 4-(N,N-diarylamino)benzaldehyde with diphosphonic ester or diphosponium.

The bis(aminostyryl)anthracene compound emits intense yellow or red light. The process permits efficient production of the bis(aminostyryl)anthracene compound. The bis(aminostyryl)anthracene compound emits intense yellow or red light. The process permits efficient production of the bis(aminostyryl)anthracene compound.